

## POSITION PROFILE

**POSITION** Business Development & Sales Representative – Energy Sector

**DATE:** September 2021

### NATURE and SCOPE

The number of power and electric utilities companies across the United States is estimated at over +3,000, each supported by a network of community stakeholders who advise, finance, and build the infrastructure for the generation, transmission and distribution of power. This individual will work to engrain themselves within this complex community to help influence the procurement, design, and building of noise barriers and perimeter fencing for utilities, oil, gas and renewable energy infrastructures.

### PRINCIPAL ACCOUNTABILITIES:

- Identify main owners and influencers within the Energy sector.
- Build an outlook for noise barrier construction in the Power & Utilities market
- Identify and build relationships within the energy sector to identify opportunities for noise mitigation solutions.
- Identify acoustical consultants operating in the Non-DOT market to build specifications through marketing and lunch & learns.
- Prospect and identify cyclical selling opportunities to grow and maintain a comprehensive pipeline of prospects
- Foster relationships and position Durisol USA with sector specific construction design, engineering teams, and advisors/consultants, as the supplier of choice
- Monitor market trends, competitive conditions, and technological and/or industry shifts, drivers, behaviors to inform and optimize sales and marketing program.
- Secure product specifications
- Negotiate scope and contract dollar values to secure orders to meet sales targets
- Deliver comprehensive technical services to clients

### RESPONSIBILITIES:

#### Business Development

##### **Promotion:**

- Promote Durisol family of noise mitigation solutions to Owners, Designers and Influencers in the Energy sector
- Manage customer inquiries and execute cold call strategy to expand market base
- Attend trade shows and participate in various industry functions and associations
- Create awareness and technical education on uses of the various noise barrier systems
- Persuade & influence prospective customers

##### **Prospecting:**

- Track prospective projects.
- Position Durisol Noise Barrier specification in the marketplace
- Identify, qualify and create leads
- Make cold calls, update catalogue, and introduce precast to new customers

- Identify and connect with multiple stakeholders / influencers, including owners, regulators, consultants, & contractors

**Technical Service:**

- Conversant with construction drawings and specifications.
- Evaluate and provide technical service and guidance to design and construction community
- Identify best precast solution. Develop working sketches and proposals with a working knowledge of product/Durisol benefits and limitations vs. other methods of construction.
- Secure product specification
- Consideration to codes, standards, local practices, and interface trades.
- Ability to propose and communicate a noise mitigation solution. Evaluate customer needs, constructability, building sciences, design principals, material properties, etc.

**Sales:****Budget Costing:**

- Provide budget pricing for precast elements and noise barrier systems based on extensive knowledge of application.
- Identify overall project difficulties and risks
- Understanding contract language/specifications and clauses and their subsequent impact on overall budget pricing
- Working knowledge of manufacturing techniques and processes including shapes and sizes of precast components, production and engineering limitations, scheduling constraints

**Bidding/Negotiating:**

- Develop selling plan per project
- Ability to demonstrate to client advantages of Durisol's Noise Barrier systems
- Bidding and negotiating scope, price, and schedule to close of sale
- Knowledge of contract agreements and contractual amendment

**Territory:**

- United States

**PRIMARY INTERACTIONS**

The position requires daily interaction with Sales Representatives and Project Management. It includes extensive interaction with Durisol Engineering & Drafting, Sales Offices, Estimating, Manufacturing, Owner's, design consultants, and outside general & sub-contractors.

**EDUCATION & EXPERIENCE**

- Bachelor's in Business, Finance, or Engineering/Construction field (preferred)
- 5 years of technical sales and product experience in the construction industry
- Broad technical background and knowledge, highly developed technical and negotiating skills.
- Precast experience is an asset.

**WORKING CONDITIONS**

- **Physical Effort** – -The majority of time will be spent in an office environment. There is occasional need to move or lift light articles. It is necessary to attend trade shows, conventions or sales meetings where timing will be in excess of 8 hours per day. Occasional visits to jobsites and manufacturing facilities will occur.
- **Physical Environment** – **Home** Office environment with extensive travel to visit develop and maintain territory